

**SEGA SAMMY**  
H O L D I N G S

**SEGA SAMMY**  
G R O U P

# **FY Ending March 2017 3<sup>rd</sup> Quarter Results Presentation**

**February 7th, 2017  
SEGA SAMMY HOLDINGS INC.**

**[Disclaimer]**

**The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information.**

**These contents involve risk and uncertainty and the actual results may differ materially from these contents/comments.**

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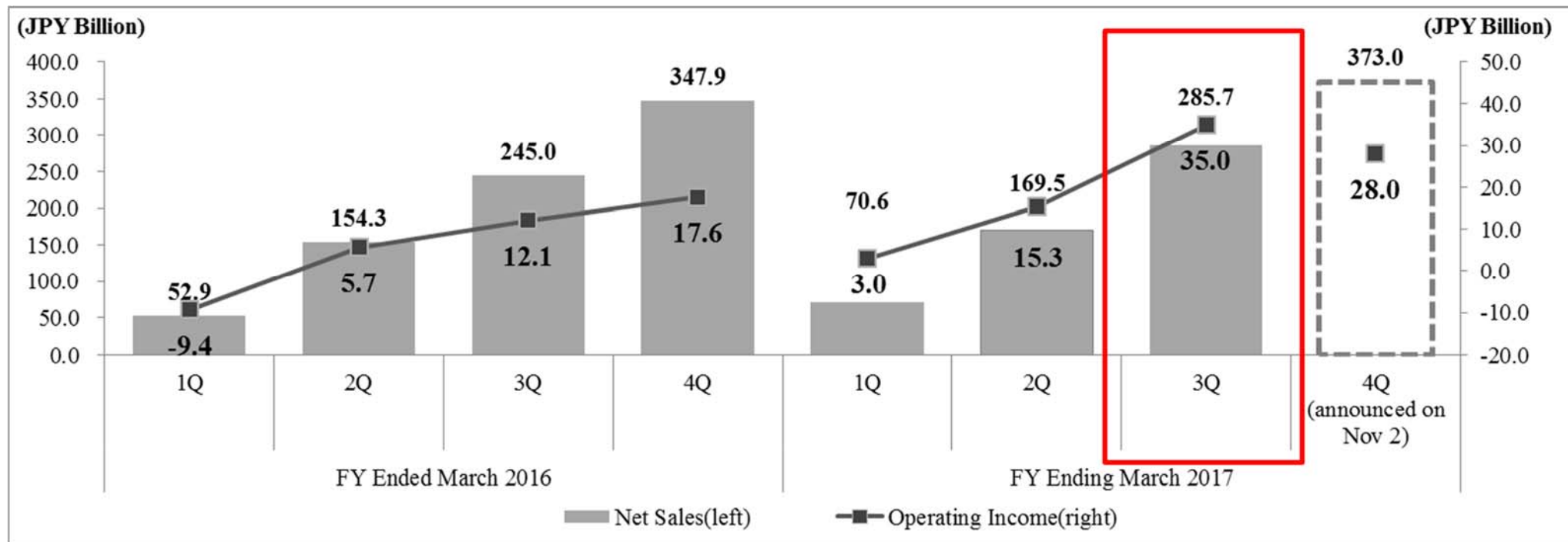
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# **1. FY Ending March 2017 3rd Quarter Results / Forecasts**



## Summary of Results Through 3Q

Both sales and profits increased year-on-year with the launch of several large titles by each business concentrated in this quarter.

(Major large titles launched in 3Q)

Pachislot and Pachinko Machines : **“Pachislot Hokuto No Ken Syura no kuni hen”**

Packaged Games : **“Ryu ga Gotoku 6: Inochi no Uta”, “Football Manager 2017”**

Amusement Machine Sales : **“SANGOKUSHI TAISEN”**

⇒P. 5

## Full Year Forecasts

No launch of large titles by each business.

Assessment of future sales trends, emergence status of operating expenses, etc. are required as several new titles are scheduled to be launched.

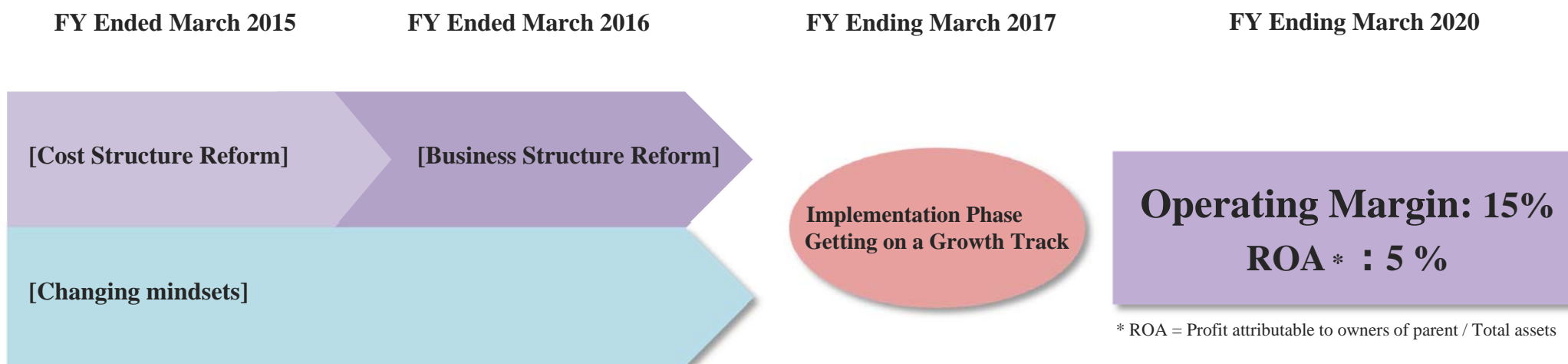
# Consolidated Income Statements (Summary)

SEGA-SAMMY  
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(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
<b>Sales</b>	<b>245.0</b>	<b>347.9</b>	<b>285.7</b>	<b>+17%</b>	<b>373.0</b>	<b>+7%</b>
Pachislot and Pachinko Machines	96.7	141.0	119.7	+24%	153.5	+9%
Entertainment Contents	136.6	190.5	155.4	+14%	205.0	+8%
Resort	11.5	16.3	10.5	-9%	14.5	-11%
<b>Operating Income</b>	<b>12.1</b>	<b>17.6</b>	<b>35.0</b>	<b>+189%</b>	<b>28.0</b>	<b>+59%</b>
Pachislot and Pachinko Machines	15.0	20.9	25.8	+72%	27.0	+29%
Entertainment Contents	2.8	4.2	15.3	+446%	9.5	+126%
Resort	-1.3	-1.8	-1.8	-	-2.5	-
Other / Elimination	-4.4	-5.7	-4.3	-	-6.0	-
Operating Income Margin	4.9%	5.1%	12.3%	+7.4pt	7.5%	+2.4pt
<b>Ordinary Income</b>	<b>12.6</b>	<b>16.4</b>	<b>35.3</b>	<b>+180%</b>	<b>27.0</b>	<b>+65%</b>
Extraordinary Gain	1.0	1.2	12.8	-	12.0	-
Extraordinary Loss	2.5	5.6	5.2	-	2.5	-
<b>Income before income taxes</b>	<b>11.2</b>	<b>12.0</b>	<b>43.0</b>	<b>+284%</b>	<b>36.5</b>	<b>+204%</b>
<b>Profit attributable to owners of parent</b>	<b>6.4</b>	<b>5.3</b>	<b>36.5</b>	<b>+470%</b>	<b>30.0</b>	<b>+466%</b>
<b>Dividends per share (JPY)</b>	<b>20</b>	<b>40</b>	<b>20</b>	<b>-</b>	<b>40</b>	<b>-</b>
<b>Earnings per share (JPY)</b>	<b>27.71</b>	<b>22.90</b>	<b>155.84</b>	<b>-</b>	<b>127.99</b>	<b>-</b>
<b>Net Assets per share (JPY)</b>	<b>1,294.99</b>	<b>1,257.43</b>	<b>1,356.30</b>	<b>-</b>	<b>-</b>	<b>-</b>

\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

● Continue Execution of Business Structure Reform and Other Measures Toward Achieving Mid-term Management Goal



## < Major Business Measures in the 3rd Quarter >

### [Purpose]

- Enhance financial structure and improve turnover ratio of capital
- Focus investment of management resources in the Integrated Resort (IR) including PARADISE CITY

**1. Sold part of the shares of subsidiary which operates indoor theme parks (JOYPOLIS) (announced on October 31, 2016)**

⇒ Scheduled to record an extraordinary loss of approximately 1.4 billion yen for the fiscal year ending March 31, 2017

**2. Discontinuance of development of complex in Busan Metropolitan City, South Korea (announced on December 22, 2016)**

⇒ Scheduled to record an extraordinary loss of approximately 3.4 billion yen for the fiscal year ending March 31, 2017

# Costs and Expenses

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
<b>R&amp;D Expense / Content Production Expense</b>	<b>40.3</b>	<b>58.0</b>	<b>48.8</b>	<b>+21%</b>	<b>64.9</b>	<b>+12%</b>
Pachislot and Pachinko Machines	15.6	20.0	14.1	-10%	20.0	-
Entertainment Contents	24.6	37.7	34.6	+41%	44.7	+19%
Resort	0.4	0.5	0.1	-75%	0.2	-60%
Other / Elimination	-0.3	-0.2	0.0	-	0.0	-
<b>Cap-ex</b>	<b>21.0</b>	<b>28.0</b>	<b>20.8</b>	<b>-1%</b>	<b>28.4</b>	<b>+1%</b>
Pachislot and Pachinko Machines	4.9	6.7	4.3	-12%	5.3	-21%
Entertainment Contents	13.3	16.1	11.9	-11%	16.7	+4%
Resort	2.6	5.0	4.5	+73%	6.2	+24%
Other / Elimination	0.2	0.2	0.1	-	0.2	-
<b>Depreciation</b>	<b>12.5</b>	<b>16.6</b>	<b>12.0</b>	<b>-4%</b>	<b>15.1</b>	<b>-9%</b>
Pachislot and Pachinko Machines	4.9	6.5	4.4	-10%	5.3	-18%
Entertainment Contents	6.5	8.4	6.2	-5%	8.0	-5%
Resort	0.6	1.0	0.8	+33%	1.4	+40%
Other / Elimination	0.5	0.7	0.6	-	0.4	-
<b>Advertising</b>	<b>13.6</b>	<b>17.9</b>	<b>11.2</b>	<b>-18%</b>	<b>16.1</b>	<b>-10%</b>
Pachislot and Pachinko Machines	1.7	2.8	1.7	-	2.5	-11%
Entertainment Contents	10.2	13.1	7.9	-23%	12.1	-8%
Resort	0.5	0.6	0.5	-	0.5	-17%
Other / Elimination	1.2	1.4	1.1	-	1.0	-

\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

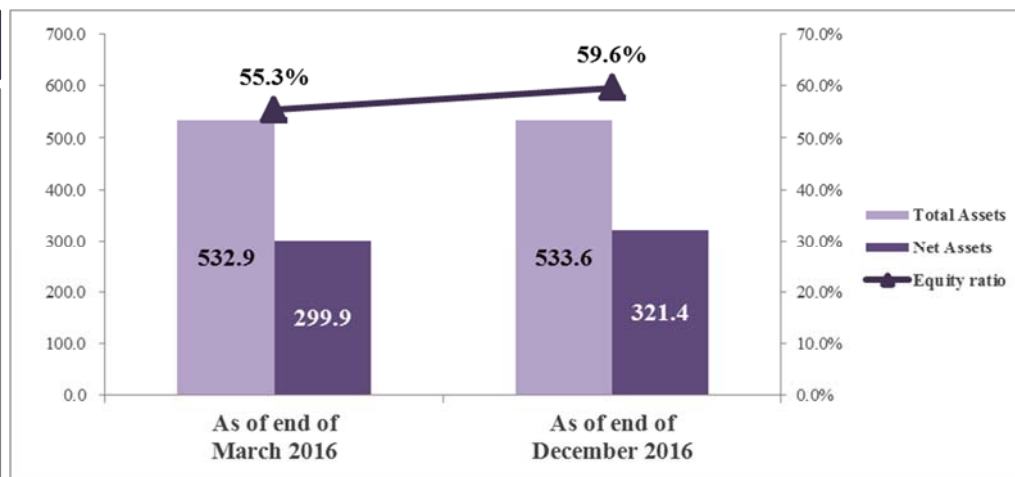
# Consolidated Balance Sheet (Summary)

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GROUP

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2016	As of end of December 2016	Change	Account	As of end of March 2016	As of end of December 2016	Change
Cash and Deposits	141.3	139.5	-1.8	Accounts Payable	33.0	38.7	+5.7
Accounts Receivable	55.6	54.9	-0.7	Corporate Bonds	14.2	9.0	-5.2
Securities	48.4	64.0	+15.6	Short Term Borrowings	14.0	11.1	-2.9
Inventories	34.4	34.7	+0.3	Other	44.7	43.1	-1.6
Other	22.5	25.4	+2.9	<b>Total Current Liabilities</b>	<b>105.9</b>	<b>101.9</b>	<b>-4.0</b>
<b>Total Current Assets</b>	<b>302.2</b>	<b>318.5</b>	<b>+16.3</b>	Corporate Bonds	52.0	43.8	-8.2
Tangible Fixed Assets	101.0	92.6	-8.4	Long Term Debt	48.8	44.5	-4.3
Intangible Fixed Assets	24.8	25.7	+0.9	Other	26.2	21.8	-4.4
Investment Securities	76.5	72.1	-4.4	<b>Total Noncurrent Liabilities</b>	<b>127.0</b>	<b>110.1</b>	<b>-16.9</b>
Other	28.3	24.7	-3.6	<b>Total Liabilities</b>	<b>233.0</b>	<b>212.1</b>	<b>-20.9</b>
				Shareholders Equity	288.1	309.5	+21.4
				Total accumulated other comprehensive income	6.6	8.3	+1.7
				Warrants	0.8	0.1	-0.7
				Non-controlling interesrests	4.4	3.3	-1.1
<b>Total Noncurrent Assets</b>	<b>230.6</b>	<b>215.1</b>	<b>-15.5</b>	<b>Total Net Assets</b>	<b>299.9</b>	<b>321.4</b>	<b>+21.5</b>
<b>Total Assets</b>	<b>532.9</b>	<b>533.6</b>	<b>+0.7</b>	<b>Total Liabilities and Net Assets</b>	<b>532.9</b>	<b>533.6</b>	<b>+0.7</b>

## Summary of Results Through 3Q

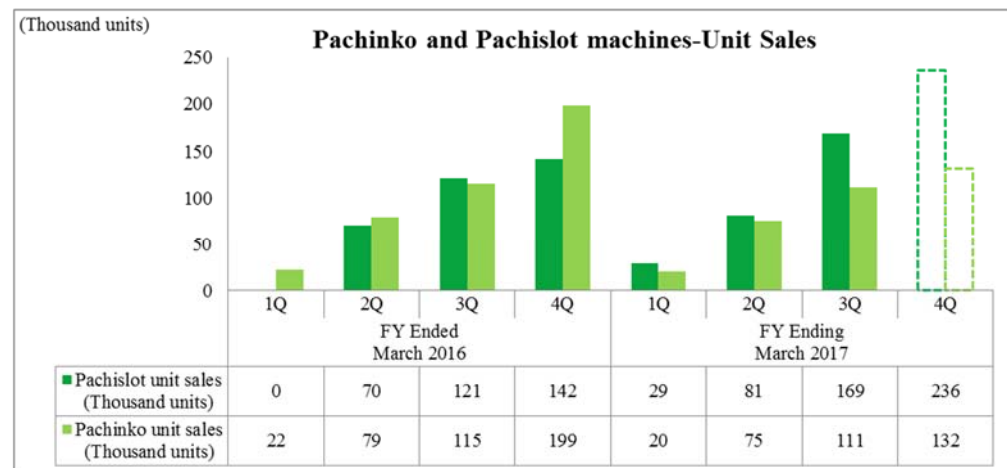
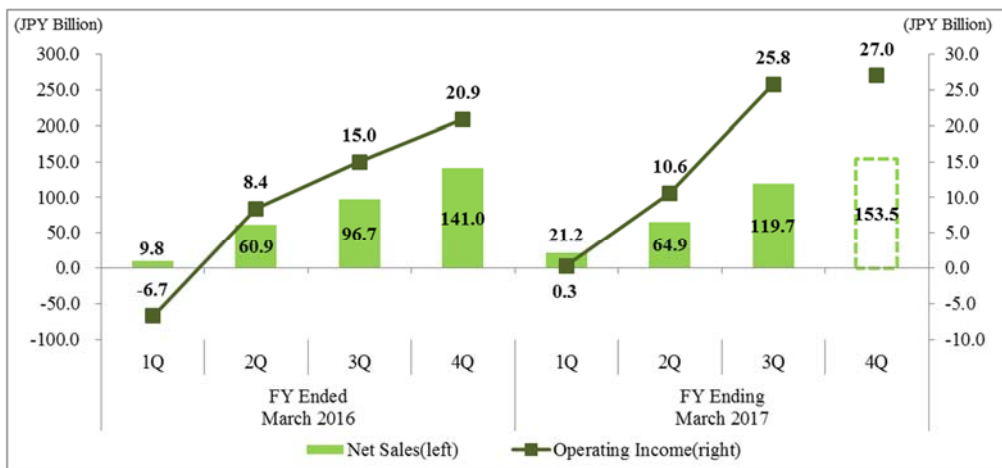
- Total Assets : 533.6 billion yen (Up 0.7 billion yen )
- Current Assets: Up 16.3 billion yen as securities (short-term fund management).
- Noncurrent Assets: Down 15.5 billion yen due to a decrease in tangible fixed assets and investment securities
  - Equity Ratio : 59.6% ( +4.3pt)
  - Current Ratio : 312.3% ( +27.1pt)



## 2. Segment Results / Forecasts

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
<b>Sales</b>	<b>96.7</b>	<b>141.0</b>	<b>119.7</b>	<b>+24%</b>	<b>153.5</b>	<b>+9%</b>
Pachislot	52.7	61.1	70.0	+33%	92.0	+51%
Pachinko	34.0	66.8	39.6	+16%	46.0	-31%
Other / Elimination	10.0	13.1	10.1	-	15.5	-
<b>Operating Income</b>	<b>15.0</b>	<b>20.9</b>	<b>25.8</b>	<b>+72%</b>	<b>27.0</b>	<b>+29%</b>
Operating Income Margin	15.5%	14.8%	21.6%	+6.1pt	17.6%	+2.8pt
<b>Unit Sales (Pachislot)</b>	<b>121,645</b>	<b>142,337</b>	<b>169,827</b>	<b>+40%</b>	<b>236,000</b>	<b>+66%</b>
<b>Unit Sales (Pachinko)</b>	<b>115,396</b>	<b>199,014</b>	<b>111,104</b>	<b>-4%</b>	<b>132,000</b>	<b>-34%</b>

\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.



## Summary of Results Through 3Q




- Sales and profits increased year-on-year due to sales of several titles including mainstay titles for both Pachislot and Pachinko.
- Profits performed steadily against the revised full-year forecast due to improved profitability attributable to cost improvements through measures such as reuse of parts and a reduction of sales and general administrative expenses centered on development expenses.

## Full Year Forecasts

- Sales of several titles, centering on new titles for Pachislot are scheduled.
- While there are no plans to launch any large titles for Pachinko, sales of specification changed titles are scheduled.

## Pachislot

### Delivery Data: Pachislot

Pachislot	FY Ended March 2016		FY Ending March 2017	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
	4 titles	5 titles	2 titles	7 titles
	116,305 units	136,997 units	137,511 units	198,000 units
	2 titles	2 titles	3 titles	3 titles
	5,340 units	5,340 units	27,900 units	28,000 units
	-	-	1 title	1 title
	-	-	4,416 units	10,000 units
Total	6 titles	7 titles	6 titles	11 titles
	121,645 units	142,337 units	169,827 units	236,000 units

\* New series of titles is counted as one title (machines launched in the previous fiscal year/change of specification, etc. are not included).

### Major Titles : Pachislot

Brand	Title	Total sales	Installed From
Sammy	Pachislot Hokuto No Ken Syura no kuni hen	90,140 units	October
RODEO	Pachislot INUYASHA	4,416 units	December

\* Main Pachislot titles and number of units delivered in 3Q FY ending March 2017.

\* Includes 6,856 units delivered in 2Q for “Pachislot Hokuto No Ken Syura no kuni hen”.



“Pachislot Hokuto No Ken Syura no kuni hen”

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No.YSC-506 ©Sammy



“Pachislot INUYASHA”

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©Sammy ©RODEO

### Summary of Results Through 3Q

Pachislot



- Unit sales increased year-on-year due to sales of several titles including “Pachislot Hokuto No Ken Syura no kuni hen,” the latest title of the major “Hokuto No Ken” series.

### Full Year Forecasts

- Sales of several titles such as “Pachislot GARO-Mamorishimono-,” collaborated work of SANSEI R&D CORPORATION and Sammy Corporation, and “Pachislot Eureka Seven AO,” the sequel to “Pachislot Eureka Seven” series which was a huge hit, are scheduled.
- Titles to be launched:  
“Pachislot Eureka Seven AO”  
“Pachislot GARO-Mamorishimono-,” etc.

## Pachinko

### Delivery Data: Pachinko

Pachinko	FY Ended March 2016		FY Ending March 2017	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
	4 titles	5 titles	5 titles	5 titles
	97,499 units	181,117 units	96,182 units	110,000 units
	3 titles	3 titles	1 title	4 titles
	17,897 units	17,897 units	14,922 units	22,000 units
Total	7 titles	8 titles	6 titles	9 titles
	115,396 units	199,014 units	111,104 units	132,000 units
Board + Frame	21,906 units	93,863 units	101,440 units	117,000 units
Board	93,490 units	105,151 units	9,664 units	15,000 units

\* New series of titles is counted as one title (machines launched in the previous fiscal year/change of specification, etc. are not included).

### Summary of Results Through 3Q

Pachinko

■ Achieved unit sales on a par with the same quarter of previous fiscal year by selling titles such as “**Pachinko CR Monster Hunter 4**,” which recreated the world of “**Monster Hunter**” as the previous title did, and “**Pachinko CR Shin Hokuto Muso 219 Ver.**,” which modified the previous popular title to offer easier-to-play specifications.

### Major Titles: Pachinko

Brand	Title	Total sales	Installed From
Sammy	<b>Pachinko CR Monster Hunter 4</b>	<b>15,048 units</b>	November
Sammy	<b>Pachinko CR Shin Hokuto Muso 219Ver.</b>	<b>13,624 units</b>	December

\* Main Pachinko titles and number of units delivered in 3Q FY ending March 2017.



“Pachinko CR Monster Hunter 4”

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“Pachinko CR Shin Hokuto Muso 219Ver.”

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### Full Year Forecasts

- Sales of several titles such as “**Pachinko CR Shin Hokuto Muso Mugentouran**,” which completely renewed the gaming feature of the previous title, and “**Dejihane CR SUPER ROBOT WARS OG**,” which modified the previous popular title to offer easier-to-play specifications, are scheduled.
- Titles to be launched:  
“**Pachinko CR Shin Hokuto Muso Mugentouran**”  
“**Dejihane CR SUPER ROBOT WARS OG**”

## ■ Major Titles in 3Q and new titles to be launched in 4Q

New title

Specification changed title

Results Through 3Q

4Q

Pachislot

Pachislot CODE GEASS Lelouch of the Rebellion R2  
Sammy

Pachislot Hokuto No Ken Syura no kuni hen  
Sammy

Pachislot Eureka Seven AO  
Sammy

Pachislot BLOOD+ futari no joou  
TAIYO ELEC

Pachislot INUYASHA  
RODEO

Pachislot GARO-Mamorishimono-  
Sammy

Pachislot STAR BLAZERS 2199  
Sammy

A – SLOT Hokuto No Ken Shou  
Sammy

Pachislot Kayou Suspense Gekijou  
TAIYO ELEC

PACHISLOT GHOST IN THE SHELL  
-STAND ALONE COMPLEX- 2nd GIG  
Sammy

Pachinko

Pachinko CR SOUTEN-NO-KEN Tenki  
Sammy

Pachinko CR Monster Hunter 4  
Sammy

CR 81diver  
TAIYO ELEC

CR Nogaremono Orin3  
TAIYO ELEC

Pachinko CR GAOGAOKING 2  
Sammy

CR Kayou Suspense Gekijou Shinsou no tobira ~22 no ayamachi~  
TAIYO ELEC

Dejihane CRA HARLOCK:SPACE PIRATE  
Sammy

Pachinko CR Shin Hokuto Muso Mugentouran  
Sammy

CR BIG DREAM ~SHINGEKI 99Ver.  
TAIYO ELEC

Dejihane CRA Kudamonobatake  
Sammy

Dejihane CR SUPER ROBOT WARS OG  
Sammy

Dejihane CR Kayou Suspense Gekijou Shinsou no tobira~22 no ayamachi~  
TAIYO ELEC

Pachinko CR Shin Hokuto Muso 219Ver.  
Sammy



“Pachislot Hokuto No Ken Syura no kuni hen”

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“Pachislot Eureka Seven AO”

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“Pachislot GARO-Mamorishimono-”

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“Pachinko CR Monster Hunter 4”

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“Pachinko CR Shin Hokuto Muso Mugentouran” “Dejihane CR SUPER ROBOT WARS OG”

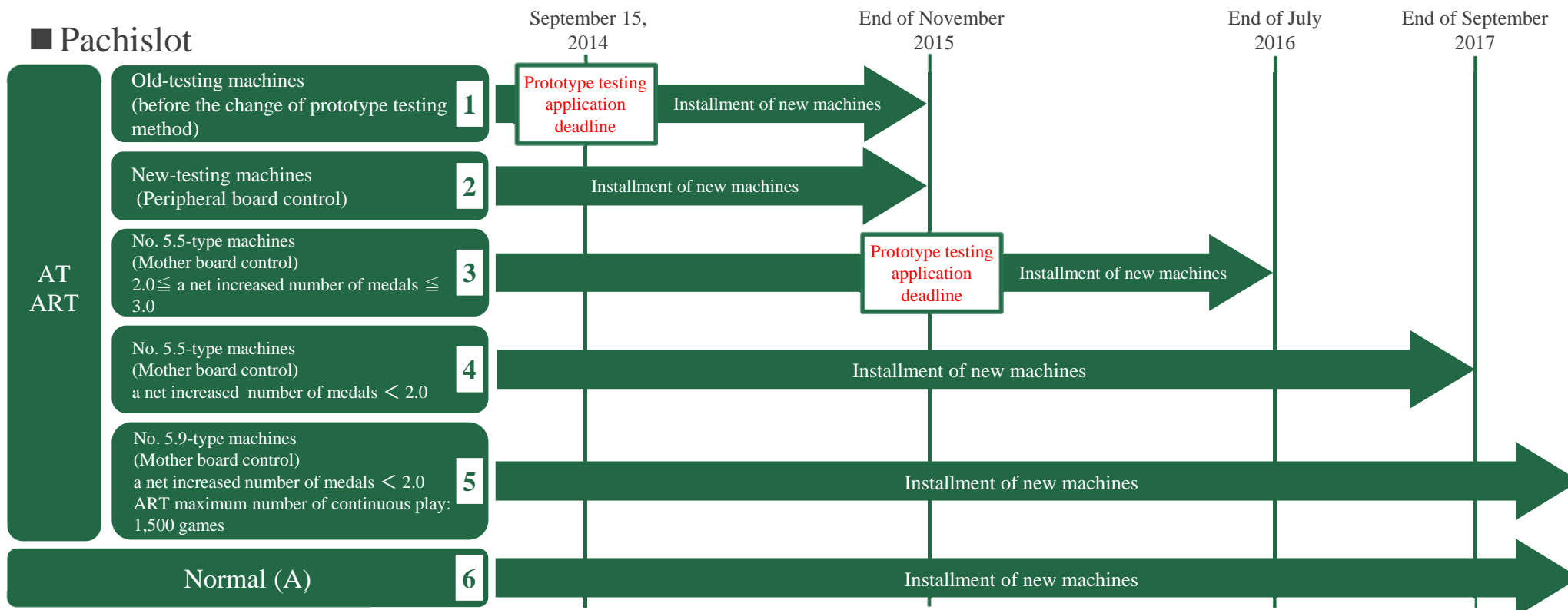
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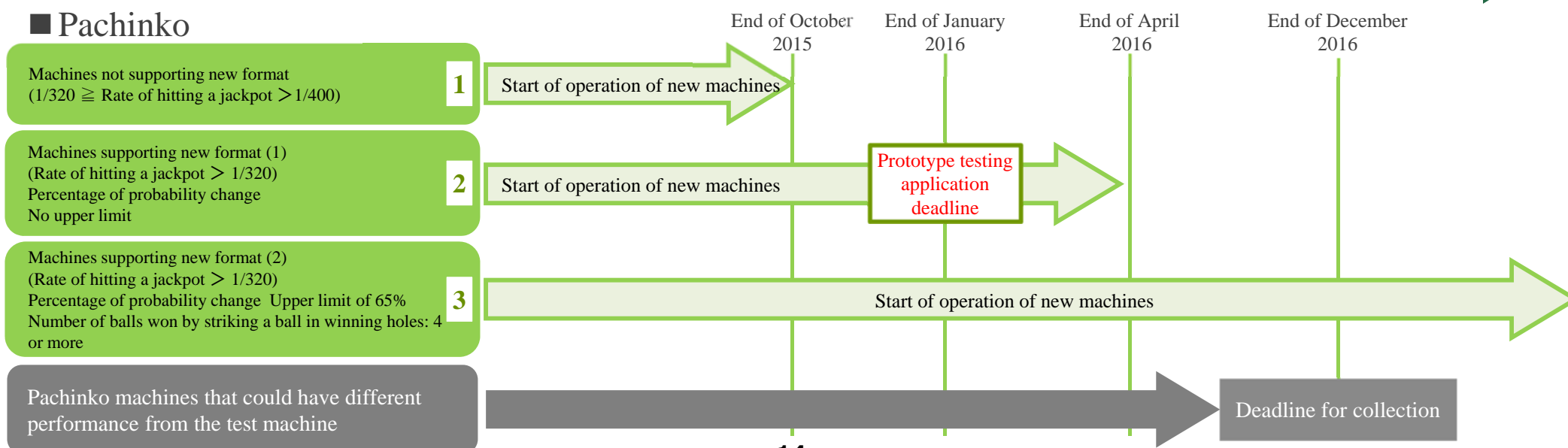
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Supplement (Deadline for pachislot and pachinko machines' prototype testing application/deadline for installment of new machines)

## ■ Pachislot



## ■ Pachinko

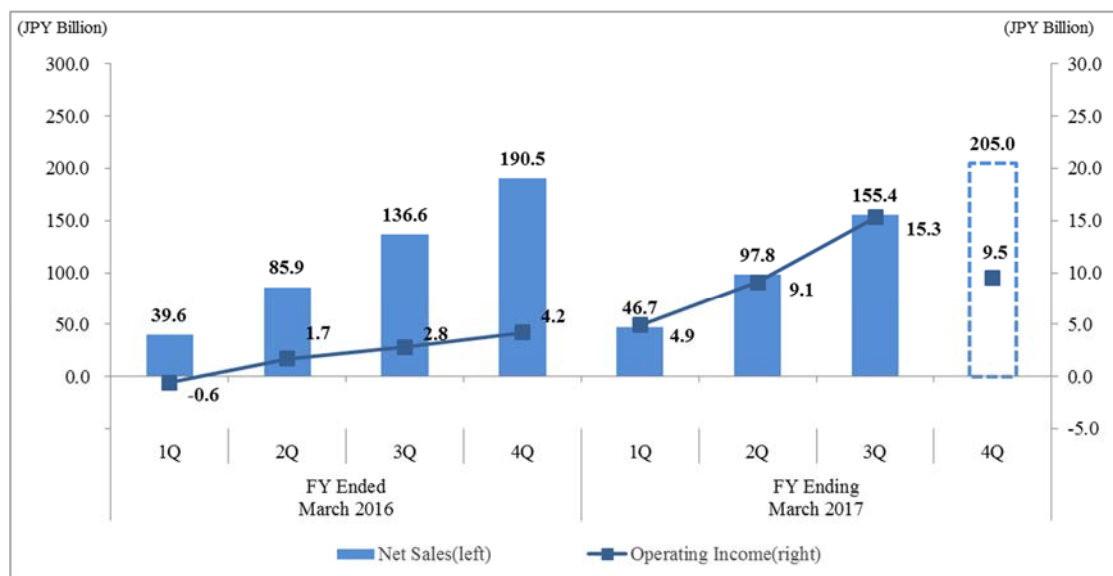




# Segment Results: Entertainment Contents Business

SEGA-SAMMY  
GROUP

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
<b>Sales</b>	<b>136.6</b>	<b>190.5</b>	<b>155.4</b>	<b>+14%</b>	<b>205.0</b>	<b>+8%</b>
Digital Games	33.0	45.6	35.0	+6%	47.0	+3%
Packaged Games	28.9	42.3	37.3	+29%	47.0	+11%
Amusement Machine Sales	29.8	41.9	37.4	+26%	49.5	+18%
Amusement Center Operations	28.2	38.0	27.9	-1%	37.0	-3%
Animation / Toy	15.7	21.2	16.5	+5%	23.5	+11%
Other / Elimination	1.0	1.5	1.3	-	1.0	-
<b>Operating Income</b>	<b>2.8</b>	<b>4.2</b>	<b>15.3</b>	<b>+446%</b>	<b>9.5</b>	<b>+126%</b>
Digital Games	-0.1	-0.4	5.3	-	4.8	-
Packaged Games	0.5	2.4	4.2	+740%	2.7	+13%
Amusement Machine Sales	-0.1	-0.1	3.3	-	0.3	-
Amusement Center Operations	1.9	1.8	2.3	+21%	2.0	+11%
Animation / Toy	0.7	0.6	1.0	+43%	1.0	+67%
Other / Elimination	-0.1	-0.1	-0.8	-	-1.3	-
Operating Income Margin	2.0%	2.2%	9.8%	+7.8pt	4.6%	+2.4pt
<b>Sales in Units (Thousands)</b>	<b>6,120</b>	<b>9,220</b>	<b>8,130</b>	<b>+33%</b>	<b>10,300</b>	<b>+12%</b>
<b>Same Store Sales Comparisons</b>	<b>101.7%</b>	<b>103.1%</b>	<b>110.3%</b>	<b>+8.6pt</b>	<b>108.6%</b>	<b>+5.5pt</b>
<b>Domestic Facilities</b>	<b>198</b>	<b>194</b>	<b>190</b>	<b>-</b>	<b>190</b>	<b>-</b>



## Summary of Results Through 3Q

- Performed well with the launch of large titles concentrated in 3Q for the packaged game field and amusement machine sales field, in addition to strong performance of existing mainstay titles in the digital game field.
- Profits improved significantly year-on-year.

## Full Year Forecasts

- In the digital game field, although the business will center on domestic existing titles, assessment of operating status of new titles launched in this FY will be required.
- No launch of large titles in the packaged game field and amusement machine sales field.

\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.



## Digital

### ■ Major Index / Digital Games (Digital Overall)

		FY Ended March 2016				FY Ending March 2017		
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results	3Q Results
Domestic	Average MAU(Thousands, 3 months average)*1	4,430	6,400	5,130	6,610	4,650	3,700	4,140
	ARPMU (JPY) *2	1,841	1,605	1,739	1,631	2,039	2,772	2,569
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%	70.3%	67.6%
Ratio of advertising expense to net sales *4		17.9%	18.6%	15.1%	11.3%	6.5%	7.9%	10.2%
Noah Pass*5 KPI	Average MAU(Thousands, 3 months average)*6	11,020	11,400	12,940	12,330	12,360	11,800	11,960
Composition ratio of overseas sales		14.3%	10.1%	17.6%	12.9%	19.5%	8.6%	10.5%
Accumulated Downloads (Thousands)	Domestic *7	58,890	62,750	67,520	69,850	72,710	77,440	79,930
	Overseas *7	179,670	200,890	240,190	265,290	284,760	312,700	343,600
	Total	238,560	263,630	307,710	335,140	357,470	390,130	423,520

\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

\*Only free to play titles are covered for the calculation of average MAU, ARP MAU, Number of downloads. (Pay-to-play models are not included.)

\*We've made a correction to the FY2017 1Q ARPMU due to error in counting.

\*1. Average of MAU (Monthly Active Users) within each quarter

\*2. Calculated from dividing quarter digital sales by average MAU (Monthly Active Users)

\*3. Sales percentage for top 3 titles in the domestic sales of each quarter

\*4. Advertising expense percentage for total digital sales of each quarter

\*5. Noah pass is a marketing support tool for smart device.

\*6. The counting method has been changed since FY 2016 2Q.

\*7. As of the last day of each quarter

### TOP 3 Titles (Digital Game)



“PHANTASY STAR ONLINE 2”  
©SEGA



“Hortensia Saga”  
©SEGA / f4samurai



“Puyopuyo!! Quest”  
©SEGA

\*Sales top three titles in the period of October-December 2016

### Summary of Results Through 3Q

- Performed solidly centered on existing mainstay titles such as “**PHANTASY STAR ONLINE 2**” and “**Hortensia Saga**.”
- Released “**SOUL REVERSE ZERO**,” the first of the “**SOUL REVERSE**” series, for smart devices as part of the “**Multi-device × One Service**” effort which aims for maximization of contact with customers by providing amusement machine IPs on various devices.

### Full Year Forecasts

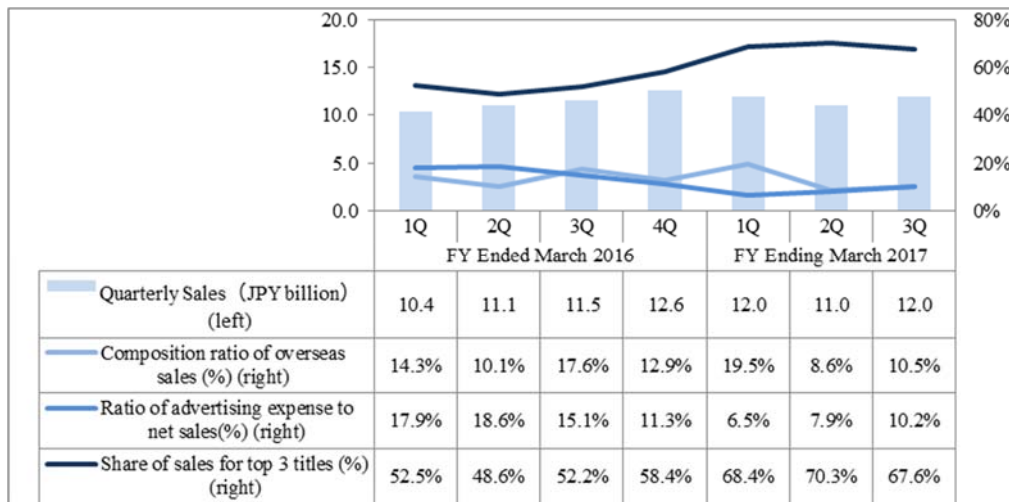
- Expect profit contribution from domestic existing mainstay titles. Episode 3 of “**Hortensia Saga**,” a latest update, is scheduled for launch. Hold events mostly for existing mainstay titles such as “**PHANTASY STAR ONLINE 2**,” “**Puyopuyo!! Quest**” and “**CHAIN CHRONICLE 3**.”
- Plan to launch new titles such as “**CODE OF JOKER Pocket**” and “**StarHorse Pocket**” as part of “**Multi-device × One Service**.”
- Assessment of operating status of new titles launched in this FY will be required.



# Segment Results: Entertainment Contents Business

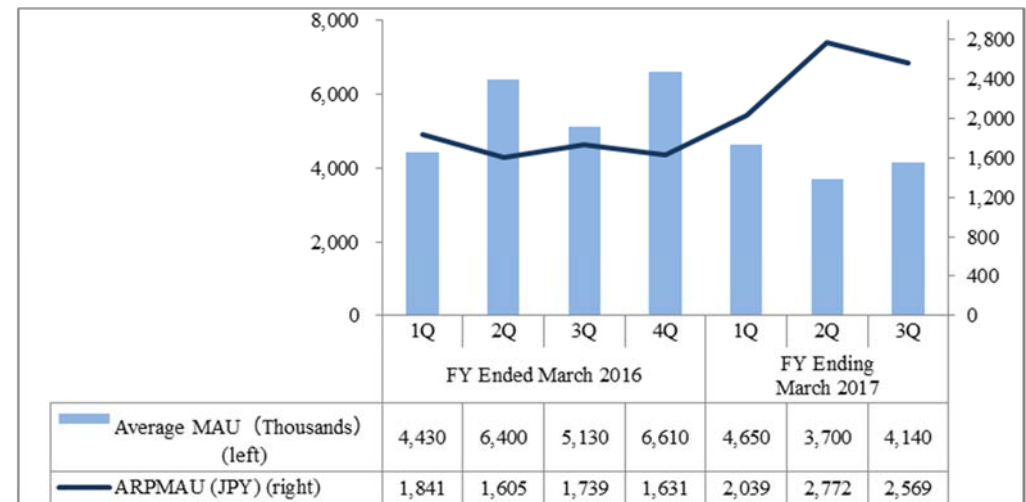
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GROUP

## Major Index / Digital Games (Digital Overall)



■ Ratio of advertising expense to net sales increased due to implementing advertising, etc. mainly for existing titles.

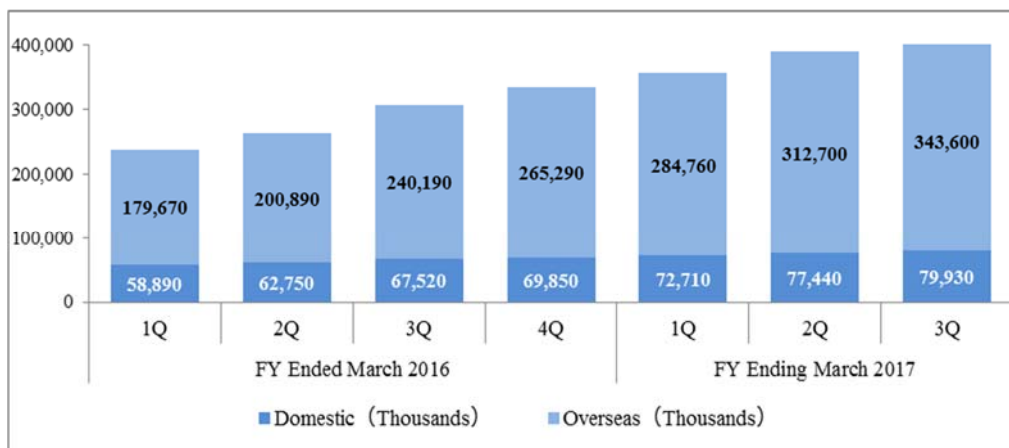
## Major Index / Domestic titles



■ While MAU increased as a result of launching new titles, APRMAU decreased.

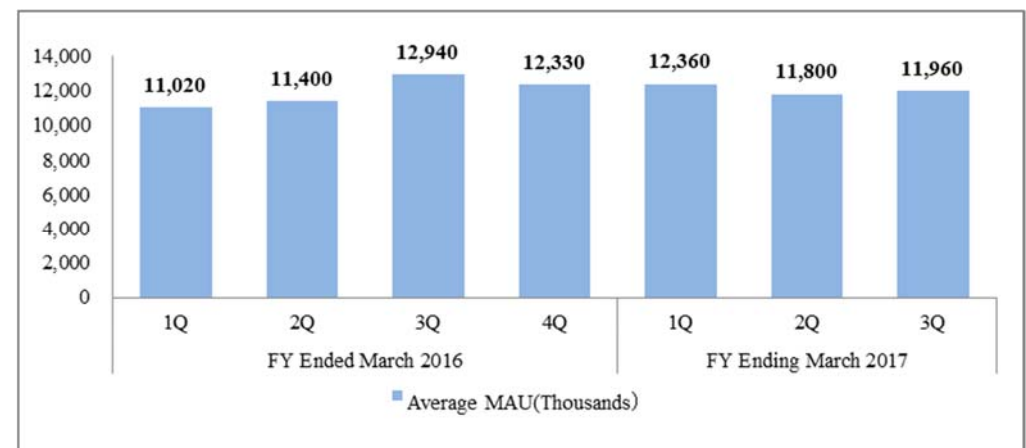
\*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

## Accumulated download numbers



■ Number of downloads continue to be on a growing trend mainly in overseas due to the “Sonic” series titles such as “Sonic Dash.”

## Major Index / Noah Pass



■ Promote efforts to improve monetization through an advertisement profit business model



## Packaged Games

### Delivery Data / Packaged Games (Game Contents)

Breakdown by Region		FY Ended March 2016		FY Ending March 2017	
		Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
Domestic	# of titles	9	14	7	9
	# of titles(SKU)	13	20	8	10
	Unit Sales(Thousands)	830	1,740	1,550	2,670
Overseas	# of titles	15	15	12	17
	# of titles(sku)	18	18	16	21
	Unit Sales(Thousands)	5,290	7,480	6,580	7,630
Total	# of titles	24	29	19	26
	# of titles(sku)	31	38	24	31
	Unit Sales(Thousands)	6,120	9,220	8,130	10,300

\*Number of titles reflects (new) products by region which began sales in the period

### Summary of Results Through 3Q

- Launches of large titles such as “Football Manager 2017” (November), a new title of the “Football Manager” series, and “Ryu ga Gotoku 6: Inochi no Uta” (December), a new title of the “Ryu ga Gotoku” series, concentrated in 3Q.
- Unit sales were 8,130 thousand, surpassing the unit sales for the same period in the previous year.

### Full Year Forecasts

- No launch of large titles.
- Launch “Valkyria: Azure Revolution” (January), the new title of the “Valkyria Chronicles” series
- Launch “Puyo Puyo Tetris” (March), a software for Nintendo Switch™

### Major Sales Titles (Packaged Games)



“Ryu ga Gotoku 6: Inochi no Uta”

©SEGA



“Football Manager 2017”

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## Amusement Machine Sales

### Summary of Results Through 3Q

- Sales of the latest title of the popular trading card game “**SANGOKUSHI TAISEN**” were solid.
- Performed solidly due to continuous profit contribution from “**KanColle Arcade**” and sales of “**UFO CATCHER 9**.”
- Preliminary expenses for casino machines development and sales were incurred.
- New casino machine “**Exciting Baccarat**” started operation in the Macau market.

### Full Year Forecasts

- No launch of large titles.
- Expect profit contributions from revenue share titles such as “**KanColle Arcade**.”
- Plan to launch “**INITIAL D ARCADE STAGE Zero**,” a new title of “**INITIAL D ARCADE STAGE**.”
- Preliminary expenses for casino machines development and sales to be incurred.

## Amusement Center Operations

### Summary of Results Through 3Q

- Performed strongly at **110.3 %** against last fiscal year’s same store sales.
- Prize category performed strongly due to improvement of line-up and reinforced facility operation.
- Video game titles centered on “**KanColle Arcade**” performed well.
- Facilities operation improved due to execution of the Revised Act on Control and Improvement of Amusement Business.

### Full Year Forecasts

- Continue to reinforce facility operation focusing on the prize category.
- Aim to improve profitability by profit contribution from video games such as “**KanColle Arcade**” and “**SANGOKUSHI TAISEN**.”
- Continue to reinforce measures for new style stores such as those targeting families and collaboration café.

## Animation / Toys

### Summary of Results Through 3Q

- Launch “**Detective Conan The Darkest Nightmare**” in China
  - Implemented animation broadcasts for titles such as “**Rilu Rilu Fairilu~Fairy Doors ~**” and “**Chi’s Sweet Adventure**.”
- 
- Launched new products such as “**Puni♡Gel YumePuniAccessories DX**.”

### Full Year Forecasts

- Record earnings from production of new TV animations “**Yowamushi Pedal NEW GENERATION**,” “**Onihei**,” etc.
- 
- Focus on sales of regular and mainstay products, such as “**ANPANMAN**” series and “**Puni♡Gel**” series.



## ■ Major Titles in 3Q and new titles to be launched in 4Q

	~3Q	4Q
Digital Games	Existing Titles	PHANTASY STAR ONLINE 2 (Jul 2012~)
		Puyopuyo!! Quest (Apr 2013~)
		CHAIN CHRONICLE 3 (Jul 2013~)
		Hortensia Saga (Apr 2015~)
		Liberation of azure (May 2016~)
		WORLD CHAIN (Sep 2016~)
		SOUL REVERSE ZERO (Nov 2016~)
		CODE OF JOKER Pocket (Jan 2017~)
Packaged Games	Total War: WARHAMMER	Valkyria: Azure Revolution
	Persona5	Puyo Puyo Tetris
Amusement Machines	KanColle Arcade	INITIAL D ARCADE STAGE Zero
	StarHorse3 Season V EXCEED THE LIMIT	
Animation /Toys	Detective Conan The Darkest Nightmare	Yowamushi Pedal NEW GENERATION
	Rilu Rilu Fairilu FairiluCamera	Onihei
	Chi's Sweet Adventure	
	Puni♥Gel YumePuniAccessories DX	"ANPANMAN" Talking Picture Book SUPER DX



“SOUL REVERSE ZERO”

©SEGA



“Valkyria: Azure Revolution”

©SEGA



“INITIAL D ARCADE STAGE Zero”

© Shuichi Shigeno / Kodansha • 2014 New Movie “Initial D” Production Committee  
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“Yowamushi Pedal  
NEW GENERATION”

©Wataru Watanabe (Akitashoten) 2008/Yowamushi Pedal 03 Film Partners 2017



““ANPANMAN” Talking Picture Book  
SUPER DX”

©Takashi Yanase/Froebel-kan, TMS, NTV



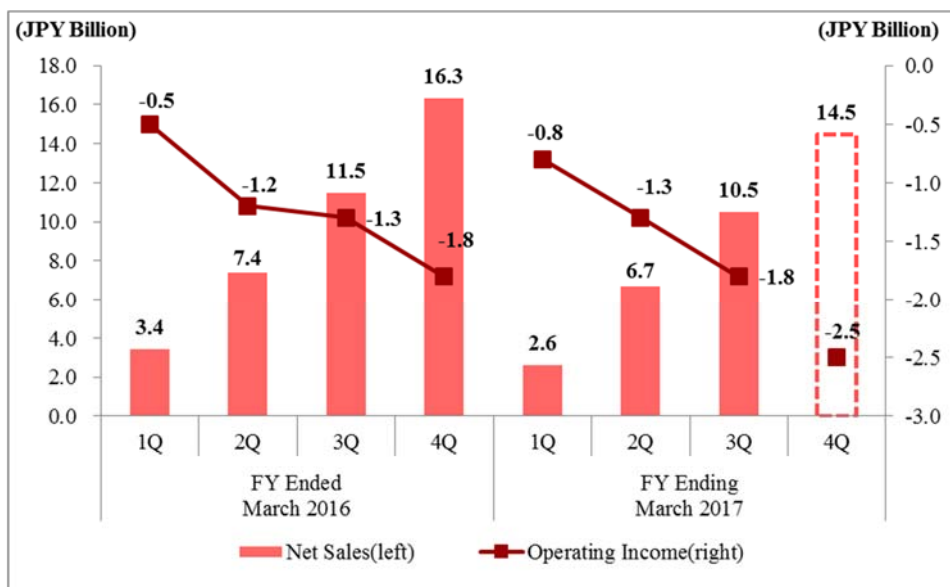
# Segment Results: Resort Business

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(JPY Billion)		FY Ended March 2016		FY Ending March 2017			
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales		11.5	16.3	10.5	-9%	14.5	-11%
Operating Income		-1.3	-1.8	-1.8	-	-2.5	
	Operating Income Margin	-	-	-	-	-	
Phoenix Seagaia Resort	Number of visitors (Thousands)	424	571	393	-7%	541	-5%
	Average sales per customer (JPY)	15,753	15,845	15,479	-2%	16,353	+3%
TOKYO JOYPOLIS	Number of visitors (Thousands)	528	687	512	-3%	-	
	Average sales per customer (JPY)	3,510	3,545	3,772	+7%	-	
Orbi Yokohama	Number of visitors (Thousands)	260	323	302	+16%	356	+10%
	Average sales per customer (JPY)	2,345	2,282	1,802	-23%	1,911	-16%
Paradise Casino Incheon *	Casino sales (Billion KRW)	65	95	69	+6%	-	
	Number of visitors (Thousands)	36	48	39	+8%	-	

\* Paradise Casino Incheon is operated by PARADISE SEGASAMMY Co., Ltd., an equity method affiliate of our company

\* Figures for Paradise Casino Incheon are recorded with three months delay



## Summary of Results Through 3Q

- Implemented various renewals at “**Phoenix Seagaia Resort.**”  
⇒ Depreciation increased as a result of the various renewals
- Sales of “**Paradise Casino Incheon,**” a casino facility in Incheon, South Korea, increased due to the influence of MERS settled down.

## Full Year Forecasts

- At “**Phoenix Seagaia Resort,**”  
⇒ Schedule to continuously implement various renewals (to open “**Ristorante ARCO**” on the 42nd floor.)  
⇒ Implement measures to attract visitors simultaneously with camps of various sports being implemented, etc.
- Make effort to open the Integrated Resort (IR) “**PARADISE CITY**” in April 2017.

## Summary of Results Through 3Q



“Phoenix Seagaia Resort”

- Promotion activities conducted mainly in Kyushu region.
- Number of weddings increased (compared to the previous year) due to the effect of renewal of “**bridal banquet room.**”

## Full Year Forecasts



- Open “**Ristorante ARCO,**” an Italian cuisine restaurant supervised by a chef Tsutomu Ochiai, on the 42nd floor of “**Sheraton Grande Ocean Resort.**”
- Implement measures to attract visitors and other efforts simultaneously with camps of various sports (such as baseball and soccer.)

## ■ Construction progress of PARADISE CITY, South Korea's first full-fledged integrated resort

### <Construction progress>

(as of January 12, 2017)



### <Image after completion>

(open in April 2017)



### <Image of location>



### <Overview>

Facility name	PARADISE CITY
Operating company	PARADISE SEGASAMMY Co.,Ltd.
Facility address	IBC-1 2nd Phase District, Woonseo-dong, Jung-gu, Incheon, Republic of Korea
Site area	330,000m <sup>2</sup>
Investment amount	Approx. 1,300 billion KRW (amount invested by Sega Sammy: 232.9 billion KRW; shareholding ratio: 45%)
Facility composition	<ul style="list-style-type: none"> <li>Casino (table games: 160 units, electronic table games: 378 units, slot machines: 350 units)</li> <li>Hotel (711 rooms; additional facilities: restaurant, banquet hall, indoor and outdoor pools, etc.)</li> <li>Commercial facility, cultural center</li> <li>Upscale spa (hot bath facility)</li> <li>Boutique hotel</li> <li>Convention</li> <li>Club</li> </ul>
Opening	April 2017

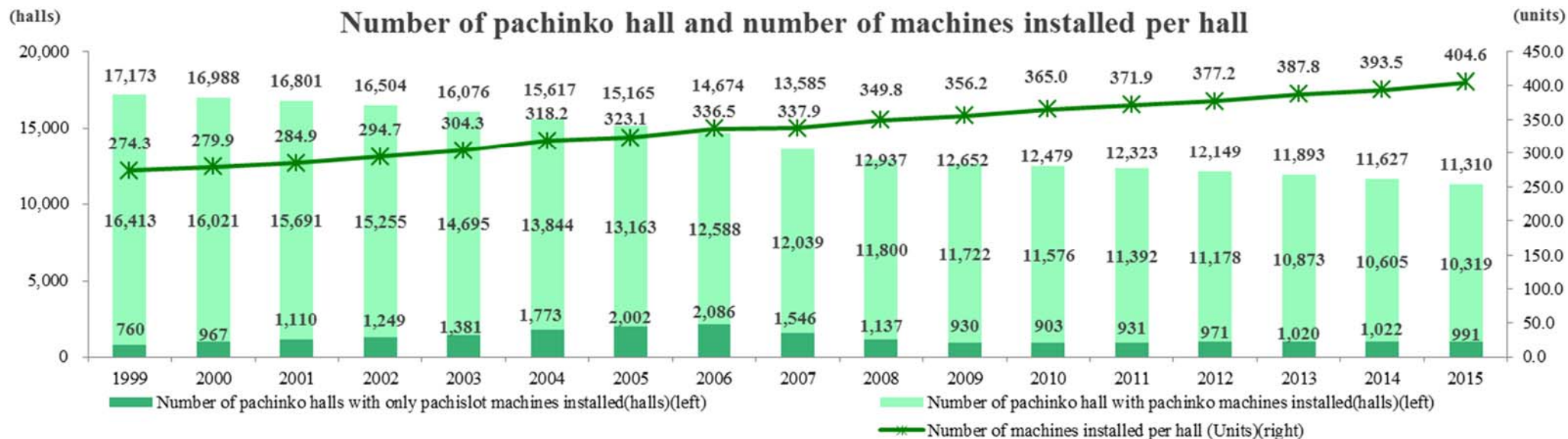
### <Overview of Incheon International Airport>

- Number of users: 49.28 million (2015)
- Terminal 2, which will be able to accommodate 18 million passengers, is scheduled for completion in 2017

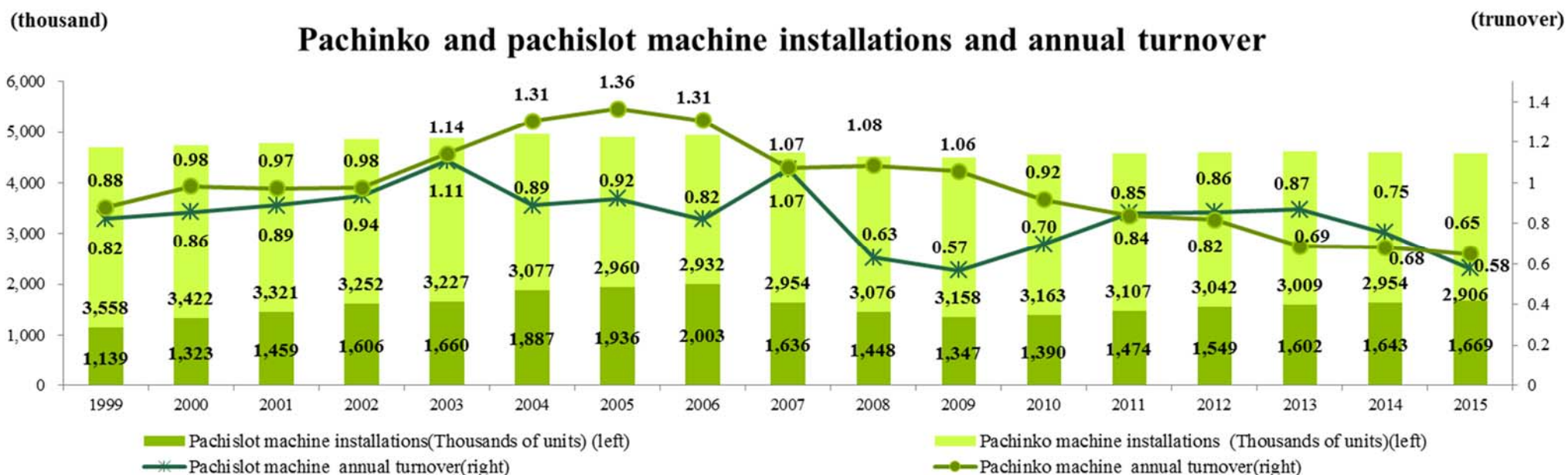
### <Access to PARADISE CITY>

- 3-minute drive, 5-minute ride on linear monorail (free of charge) and 15-minute walk from Incheon International Airport  
⇒ Free shuttle bus service to be arranged
- Also a 5-minute drive from Incheon IC on the expressway

### **3. Supplementary Information on the Market**

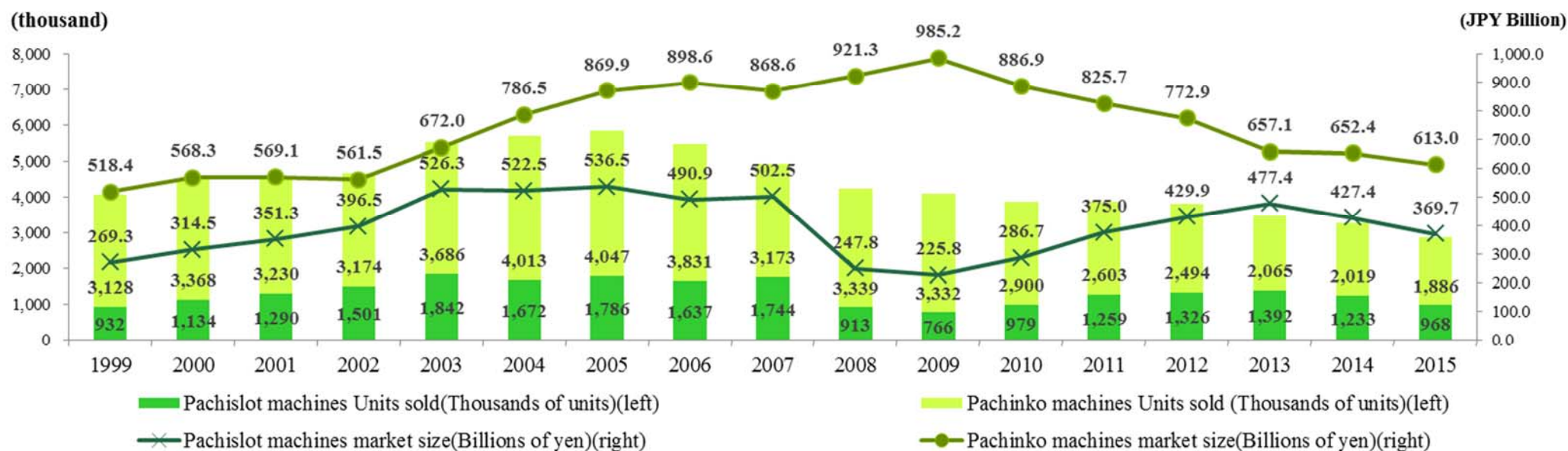


Sources : National Police Agency



Sources:National Police Agency and Yano research Institute Ltd.

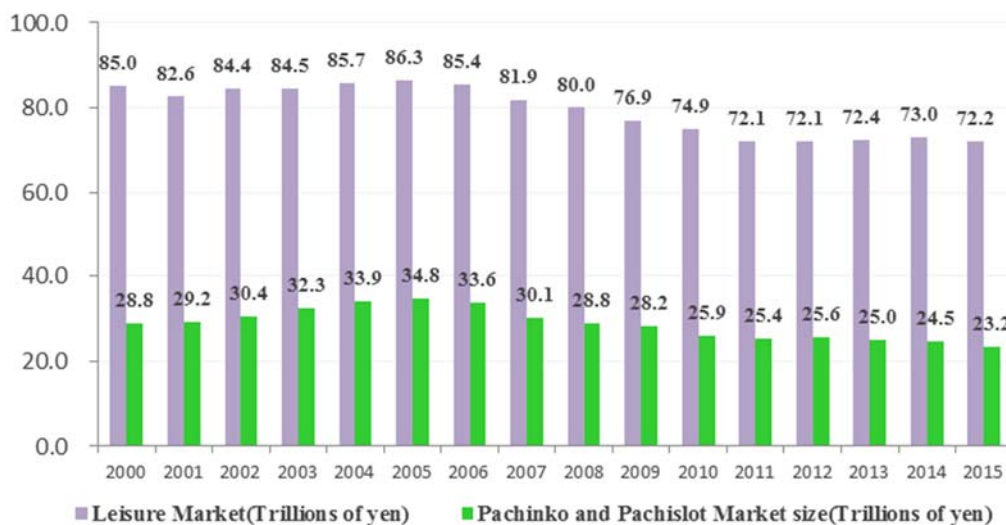
## Pachinko and Pachislot machines-Unit Sales and Market Size



Sources: Yano research Institute Ltd.

(Trillions of yen)

## Market size results

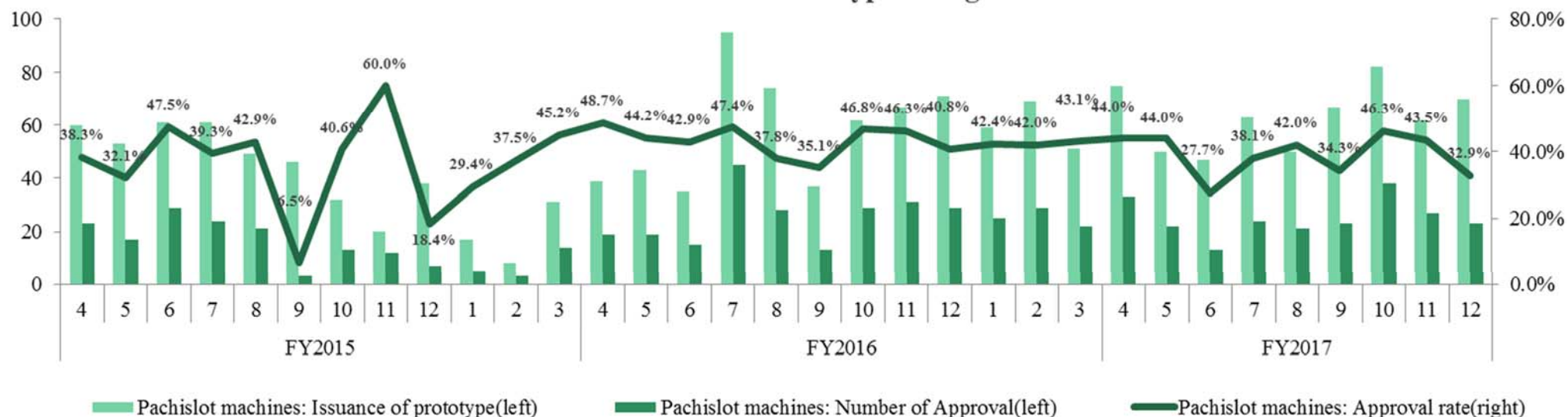


## Number of players (million)

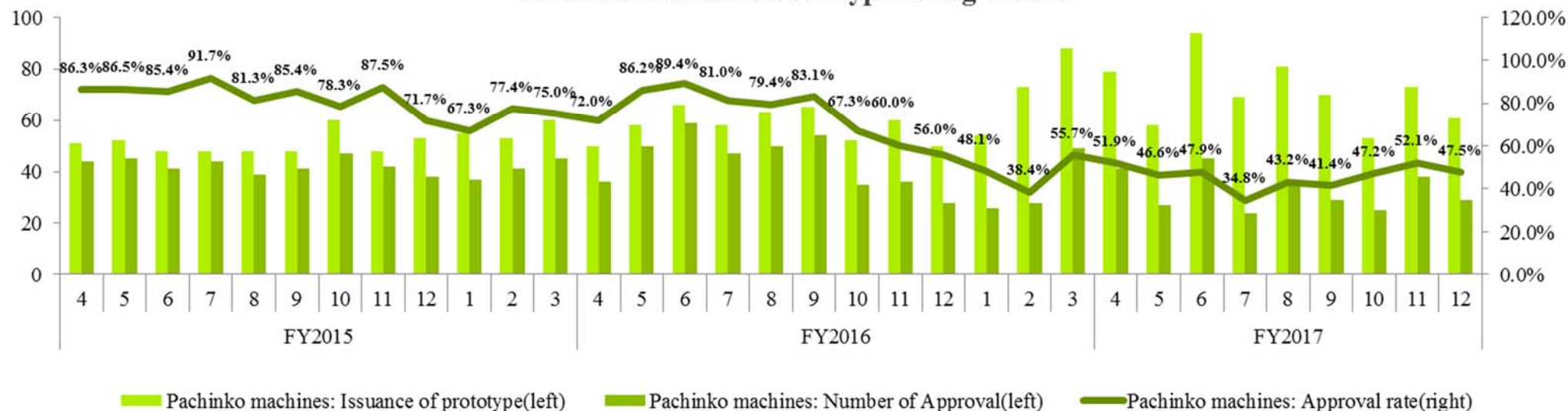


Sources : White Paper on Leisure Industry 2016, Japan Productivity Center

Pachislot machines: Prototypetesting results



Pachinko machines: Prototypetesting results



Sources: Security Communications Association

## Share of Annual Pachislot Machine Sales

Rank	2010			2011			2012			2013			2014			2015		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	Sammy	302,270	30.9%	Sammy	300,866	23.9%	U Company	236,000	17.8%	Sammy	301,575	21.7%	Sammy	207,828	16.8%	U Company	165,000	17.0%
2	D Company	117,000	11.9%	D Company	200,000	15.9%	Sammy	202,221	15.3%	U Company	215,000	15.5%	U Company	205,000	16.6%	Sammy	142,337	14.7%
3	S Company	116,424	11.9%	Y Company	196,000	15.6%	Y Company	193,000	14.6%	H Company	120,000	8.6%	D Company	128,000	10.4%	H Company	113,997	11.8%
4	H Company	111,000	11.3%	U Company	172,000	13.7%	D Company	186,000	14.0%	S Company	116,291	8.4%	Y Company	108,000	8.7%	K Company	100,000	10.3%
5	U Company	103,000	10.5%	S Company	96,158	7.6%	K Company	110,000	8.3%	D Company	102,000	7.3%	H Company	92,763	7.5%	S Company	80,125	8.3%

## Share of Annual Pachinko Machine Sales

Rank	2010			2011			2012			2013			2014			2015		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	21.8%	K Company	349,000	17.0%	S Company	330,000	16.4%	S Company	300,000	15.9%
2	S Company	424,533	14.6%	S Company	360,805	13.9%	K Company	507,000	20.3%	S Company	315,000	15.4%	S Company	329,892	16.4%	S Company	296,346	15.7%
3	Sammy	343,188	11.8%	Sammy	332,288	12.8%	H Company	252,000	10.1%	S Company	291,967	14.3%	K Company	308,000	15.3%	S Company	275,000	14.6%
4	K Company	322,000	11.1%	S Company	332,000	12.8%	N Company	250,000	10.0%	Sammy	200,225	9.8%	H Company	252,103	12.5%	H Company	234,616	12.4%
5	N Company	296,000	10.2%	N Company	255,000	9.8%	Sammy	216,860	8.7%	H Company	197,000	9.6%	Sammy	242,847	12.0%	N Company	220,000	11.7%
6	Sammy	199,014	10.5%															

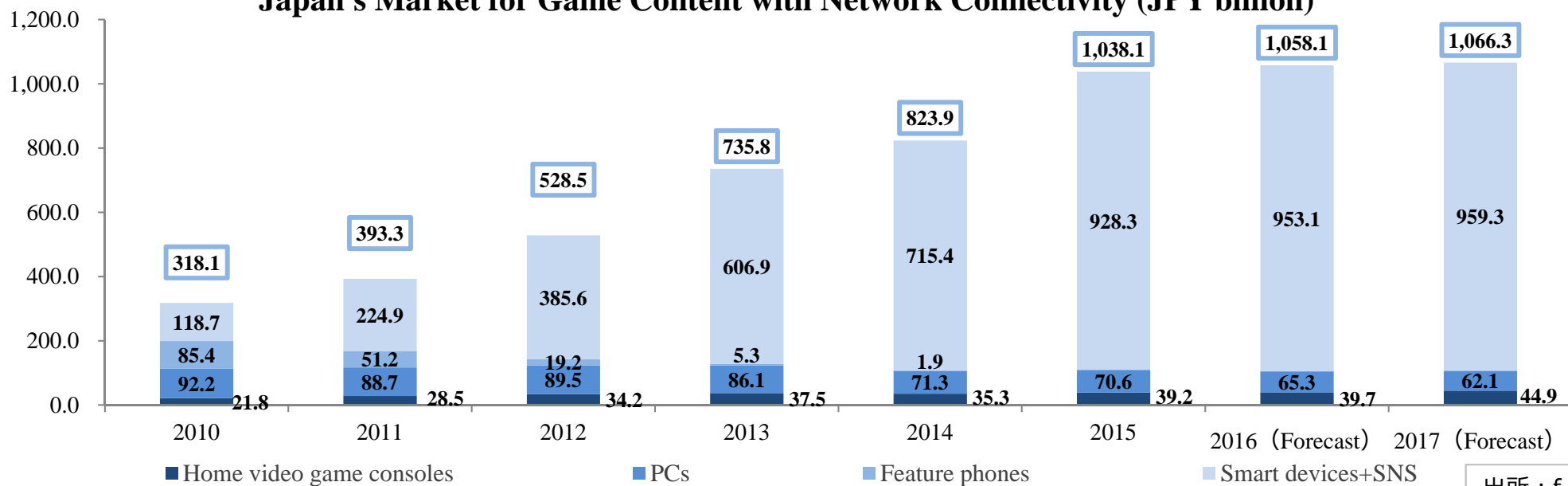
Source: Yano Research Institute Ltd.

\*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria



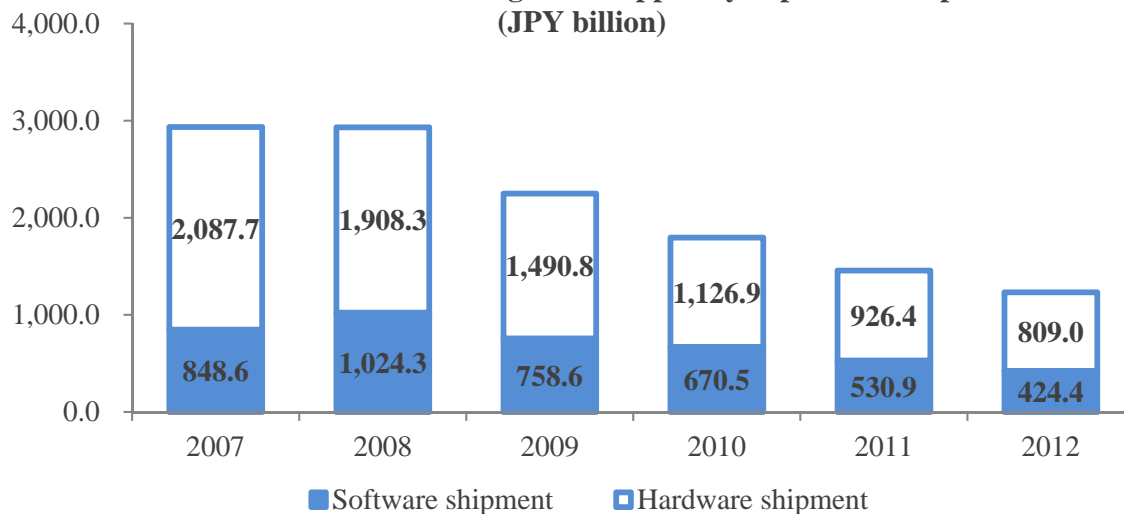
## Home Video Game and Online Game Markets Scale

Japan's Market for Game Content with Network Connectivity (JPY billion)

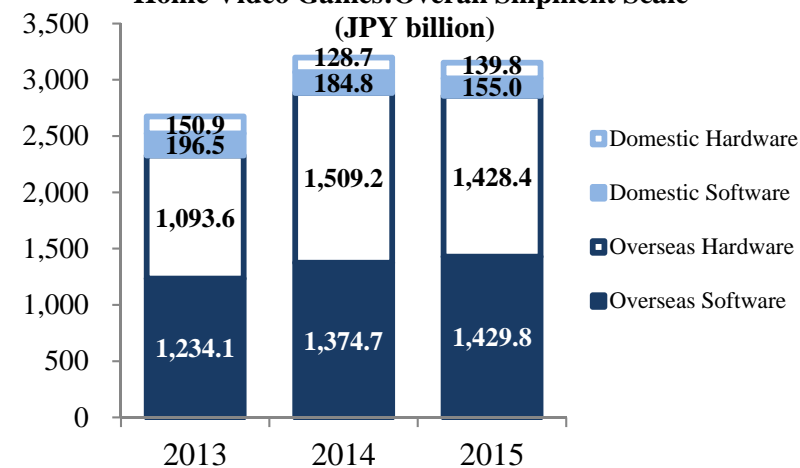


出所 : f-ism

Gross amount at household games shipped by Japanese Companies (JPY billion)



Home Video Games: Overall Shipment Scale (JPY billion)

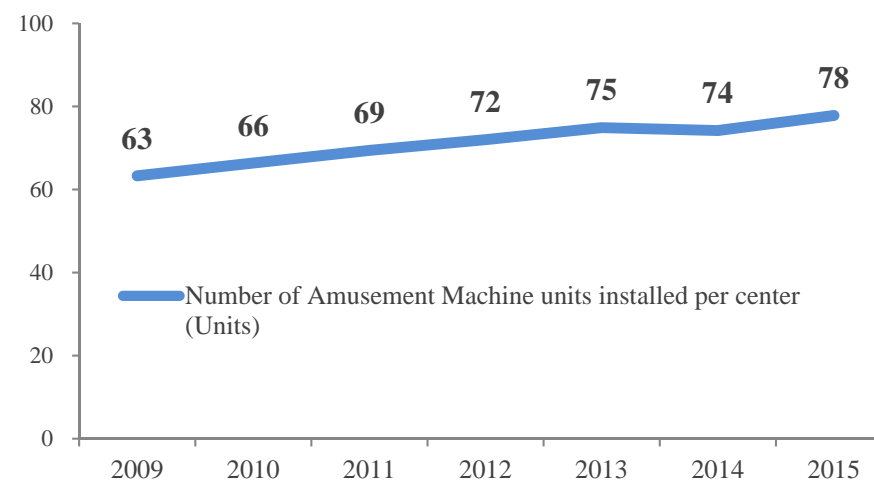
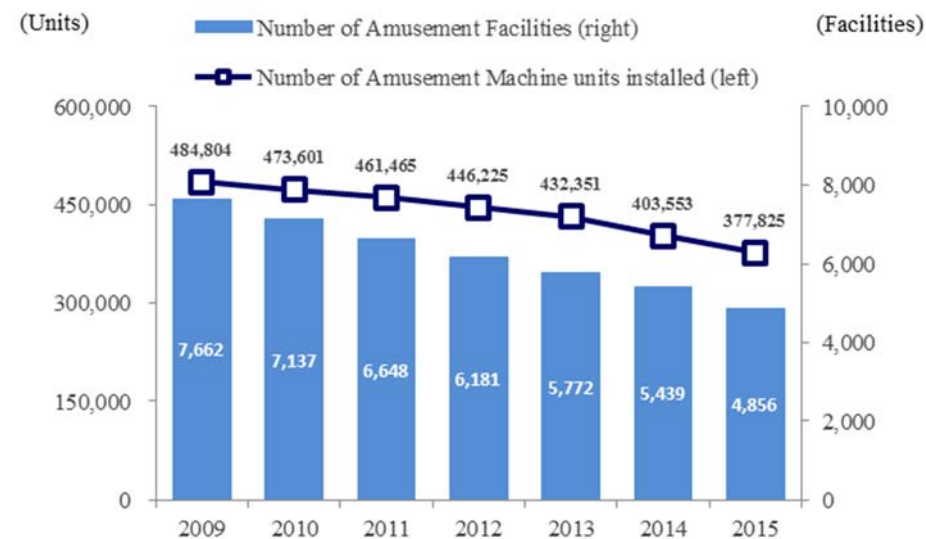
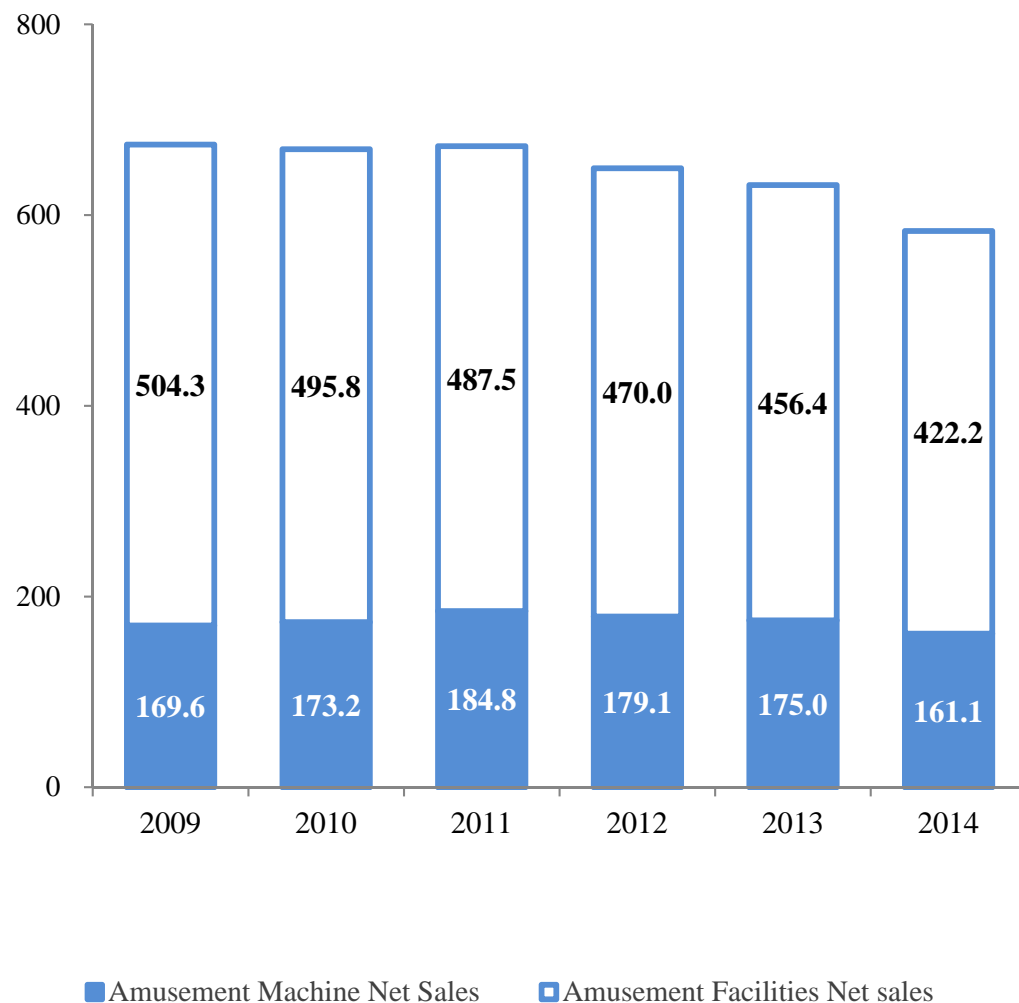


Source: CESA Games White Paper \*Chart is separated from 2013 due to the change of collection method of the data.



## Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)



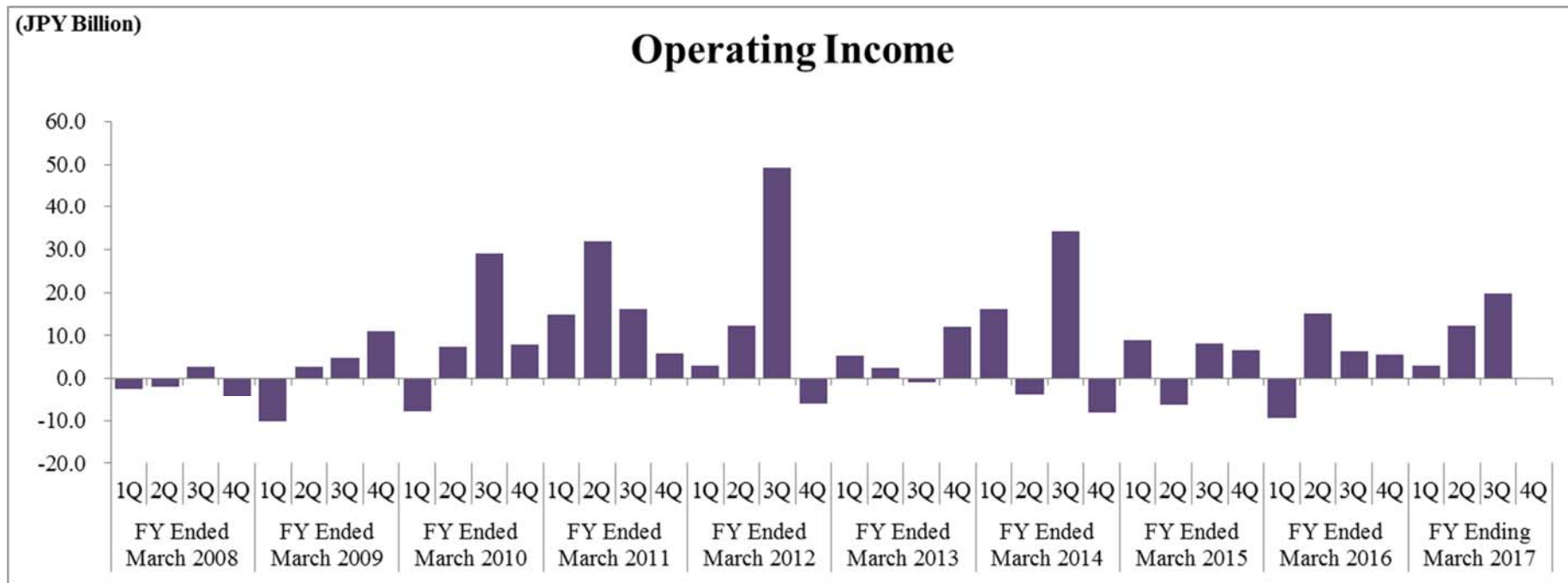
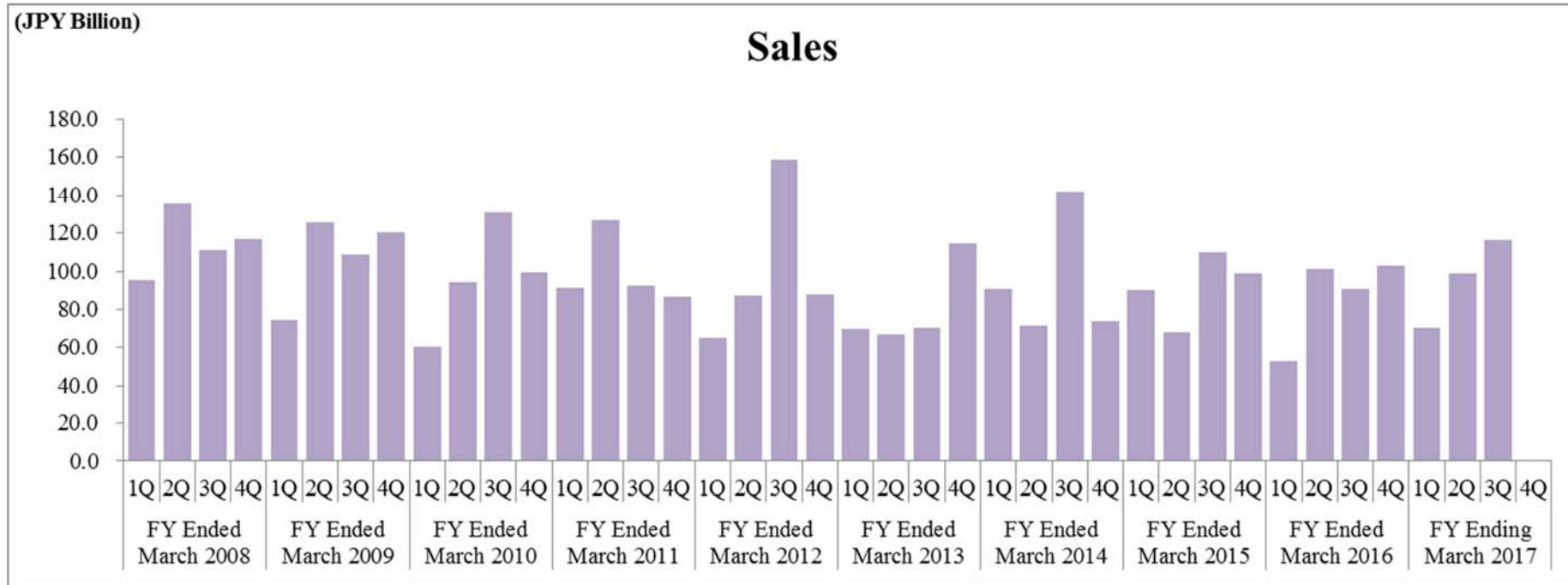
Source: JAIA, National Police Agency

## 4. Past Operating Results

# Past Operating Results

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GROUP

<Quarterly Performance Q on Q>



# Past Operating Results (Former Segment basis)

From FY Ended March 2005 to FY Ended March 2015

\*The data in this page can be downloaded from following URL.

([http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2015/e\\_201503\\_4q\\_transition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2015/e_201503_4q_transition.xls))

(JPY billion)		FY Ended March 2005	FY Ended March 2006	FY Ended March 2007	FY Ended March 2008	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011	FY Ended March 2012	FY Ended March 2013	FY Ended March 2014		FY Ended March 2015	
		Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results
Breakdown	Net Sales	515.6	553.2	528.2	458.9	429.1	384.6	396.7	395.5	321.4	162.2	378.0	154.2	354.9
	Pachislot and Pachinko Machines	280.1	265.6	211.5	145.5	161.6	160.3	212.0	212.1	142.2	71.2	181.8	60.6	149.1
	Amusement Machines Sales	63.3	71.5	75.4	71.0	61.9	45.1	47.2	49.9	39.1	18.0	38.6	18.0	39.6
	Amusement Center Operations	83.1	106.2	103.8	91.2	71.3	54.7	45.6	44.6	42.7	21.9	43.2	20.8	41.4
	Consumer Business	65.3	90.3	119.5	141.7	131.3	121.5	88.8	85.6	83.8	43.8	99.8	48.2	111.0
	Other	23.7	19.4	17.8	9.3	2.9	2.8	2.8	3.0	13.4	7.1	14.5	6.4	13.6
Breakdown	Operating Income	105.0	119.1	76.5	-5.8	8.3	36.7[31.0]	68.7	58.3	19.0	12.3	38.5	3.4	17.6
	Pachislot and Pachinko Machines	103.9	99.8	71.1	8.4	14.5	29.5	64.2	71.0	23.5	15.1	45.2	7.3	25.7
	Amusement Machines Sales	7.4	12.1	11.6	7.1	6.8	7.0[5.4]	7.3	7.4	1.9	-0.0	-1.2	0.1	-2.5
	Amusement Center Operations	5.4	9.2	0.1	-9.8	-7.5	-1.3[-1.4]	0.3	0.3	1.1	0.2	0.0	-0.2	-0.9
	Consumer Business	-8.8	1.9	1.7	-5.9	-0.9	6.3[2.4]	1.9	-15.1	-0.7	1.1	2.0	0.9	4.0
	Other	-0.5	-1.7	-1.3	-0.0	-0.3	0.3	0.0	0.2	-0.4	-0.4	-1.2	-1.0	-2.0
	Eliminations	-2.3	-2.3	-6.7	-5.5	-4.9	-5.2	-5.1	-5.4	-6.3	-3.6	-6.4	-3.7	-6.5
Operating Margin		20.4%	21.5%	14.5%	-	1.9%	9.5%[8.1%]	17.3%	14.7%	5.9%	7.6%	10.2%	2.2%	5.0%
Ordinary Income		104.4	119.5	81.2	-8.2	6.6	35.9[30.2]	68.1	58.1	20.9	14.2	40.5	3.3	16.9
Ordinary Income Margin		20.2%	21.6%	15.4%	-	1.5%	9.3%[7.9%]	17.2%	14.7%	6.5%	8.8%	10.7%	2.1%	4.8%
Net Income		50.5	66.2	43.4	-52.4	-22.8	20.2[14.5]	41.5	21.8	33.4	11.3	30.7	-2.0	-11.2
Net Income Margin		9.8%	12.0%	8.2%	-	-	5.3%[3.8%]	10.5%	5.5%	10.4%	7.0%	8.1%	—	—
R&D expense / content production expense *3		41.5	36.3	52.1	65.3	59.6	41.5[47.2]	41.1	53.3	45.2	25.1	59.2	28.4	67.6
Cap-ex		32.4	38.5	36.6	50.4(*1)	26.6	16.1	19.6	36.1	32.8	22.6	38.1	14.7	28.7
Depreciation *4		17.7	21.8	28.0	45.6(*2)	26.6	17.1	15.9	16.1	18.1	7.5	16.1	8.1	17.6
Advertising *5		11.8	18.9	22.2	22.8	20.7	20.7	15.1	17.2	13.1	7.6	16.0	10.0	19.1

# of pachislot titles	9 titles	14 titles	17 titles	22 titles	19 titles	12 titles	10 titles	11 titles	8 titles	3 titles	9 titles	4 titles	6 titles
Unit sales	676,933 units	607,106 units	523,422 units	380,688 units	123,286 units	162,932 units	302,270 units	300,866 units	202,221 units	143,171 units	301,575 units	92,998 units	207,828 units

# of pachinko titles	8 titles	8 titles	14 titles	9 titles	12 titles	13 titles	12 titles	14 titles	14 titles	4 titles	10 titles	9 titles	14 titles
Unit sales	233,049 units	288,895 units	132,981 units	108,184 units	391,831 units	360,171 units	343,188 units	332,288 units	216,860 units	54,955 units	200,225 units	86,453 units	242,847 units

Same Store Sales Comparisons	98.5%	103.3%	95.8%	89.0%	92.4%	91.7%	99.3%	100.5%	93.8%	95.0%	96.1%	98.7%	100.1%
Domestic Facilities	477 facilities	462 facilities	449 facilities	363 facilities	322 facilities	260 facilities	249 facilities	241 facilities	236 facilities	202 facilities	198 facilities	198 facilities	198 facilities

# of game software titles	- (84)	- (122)	- (140)	80 (138)	78 (122)	66 (105)	51 (71)	45 (86)	25 (49)	8 (8)	21 (32)	6(14)	30 (50)
Sales (Thousand units)	11,790	16,400	21,270	26,990	29,470	26,750	18,710	17,240	10,780	3,230	8,730	4,100	12,300

\* Numbers shown in parentheses are based on previous accounting policy (For reference, unaudited)

\* Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

(\* 1): Includes rental assets of 17.1 billion Yen (full year) (\* 2): Includes rental assets of 17.3 billion Yen (full year)

\*3 In the fiscal year ended March 2014 and after, amortization cost of digital titles is included in R&D expense. (Up to the fiscal year ended March 2013, it was included in depreciation.)

\*4 In the fiscal year ended March 2014 and after, amortization cost of digital titles is not included in depreciation. (In the fiscal year ended March 2014 and after, it is included in R&D expense/content production expense.)

\*5 In the fiscal year ended March 2014 and after, advertising expenses are included in cost. (Up to the fiscal year ended March 2013, only selling, general and administrative (SG&A) expenses were included in cost.)

# Past Operating Results (New Segment basis)

From FY Ended March 2015~

\*The data in this page can be downloaded from following URL.

([http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2017/e\\_201703\\_3q\\_transition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2017/e_201703_3q_transition.xls))

(JPY Billion)		FY Ended March 2015				FY Ended March 2016				FY Ending March 2017		
		Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q
Breakdown	Net Sales	90.0	158.1	267.7	366.8	52.9	154.3	245.0	347.9	70.6	169.5	285.7
	Pachislot and Pachinko Machines	47.2	61.1	108.9	152.1	7.6[9.8]*	56.6[60.9]*	90.4[96.7]*	132.7[141.0]*	21.2	64.9	119.7
	Entertainment Contents	39.9	90.3	147.9	199.6	41.8[39.6]*	90.2[85.9]*	143.0[136.6]*	198.8[190.5]*	46.7	97.8	155.4
	Resort	2.8	6.6	10.8	14.9	3.4	7.4	11.5	16.3	2.6	6.7	10.5
Breakdown	Operating Income	8.9	2.7	10.8	17.4	-9.4	5.7	12.1	17.6	3.0	15.3	35.0
	Pachislot and Pachinko Machines	12.5	7.0	15.3	25.7	-6.7[-6.7]*	8.5[8.4]*	15.4[15.0]*	21.5[20.9]*	0.3	10.6	25.8
	Entertainment Contents	-1.3	0.6	2.0	0.0	-0.7[-0.6]*	1.5[1.7]*	2.4[2.8]*	3.6[4.2]*	4.9	9.1	15.3
	Resort	-0.7	-1.4	-1.7	-2.3	-0.5	-1.2	-1.3	-1.8	-0.8	-1.3	-1.8
	Other / Elimination	-1.4	-3.5	-4.8	-6.0	-1.3	-3.1[-3.2]*	-4.4	-5.7	-1.4	-3.1	-4.3
	Operating Margin	9.9%	1.7%	4.0%	4.7%	-	3.7%	4.9%	5.1%	4.2%	9.0%	12.3%
Ordinary Income		9.6	2.6	10.7	16.8	-8.7	5.8	12.6	16.4	2.9	15.4	35.3
Ordinary Income Margin		10.7%	1.6%	4.0%	4.6%	-	3.8%	5.1%	4.7%	4.1%	9.1%	12.4%
Profit attributable to owners of parent		5.1	-2.8	-2.7	-11.3	-7.9	0.9	6.4	5.3	4.1	24.2	36.5
Net Income Margin		5.7%	-	-	-	-	0.6%	2.6%	1.5%	5.8%	14.3%	12.8%
R&D expense / content production expense		12.4	28.4	48.8	67.6	12.8	24.7	40.3	58.0	13.9	31.7	48.8
Cap-ex		6.9	14.7	20.5	28.7	6.8	12.5	21.0	28.0	6.1	13.8	20.8
Depreciation		4.0	8.1	12.8	17.6	4.1	8.2	12.5	16.6	3.9	7.6	12.0
Advertising		4.1	10.0	14.5	19.1	3.9	9.3	13.6	17.9	3.1	7.6	11.2
# of pachislot titles		3 titles	4 titles	5 titles	6 titles	-	2 titles	6 titles	7 titles	2 titles	3 titles	6 titles
Unit sales		82,791 units	93,045 units	96,111 units	207,830 units	102 units	70,260 units	121,645 units	142,337 units	29,902 units	81,895 units	169,827 units
# of pachinko titles		5 titles	5 titles	8 titles	10 titles	2 titles	6 titles	7 titles	8 titles	1 titles	3 titles	6 titles
Unit sales		47,711 units	82,955 units	224,519 units	241,425 units	22,362 units	79,604 units	115,396 units	199,014 units	20,525 units	75,542 units	111,104 units
Same Store Sales Comparisons		99.4%	98.7%	100.1%	100.1%	101.4%	102.2%	101.7%	103.1%	111.2%	110.8%	110.3%
Domestic Facilities		201 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	194 facilities	193 facilities	189 facilities	190 facilities
# of game software titles		3	6	25	30	5	12	24	29	5	14	19
# of game software titles (sku)		5	14	44	50	6	14	31	38	9	19	24
Sales (Thousand units)		1,700	4,100	8,910	12,280	1,830	3,280	6,120	9,220	2,410	4,650	8,130

\*Sales of new segment is changed to gross basis.

\*Basis for recording net sales was changed from shipment to delivery starting in FY ended March 2016.

\*In line with the change of accounting policy, contents of retroactive processing have been reflected on new segments since FY ended March 2015.

\*Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

\*Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.

## Company Profile

(As of September 30, 2016)

<b>Company Name</b>	SEGA SAMMY HOLDINGS INC.	
<b>Address</b>	Shiodome Sumitomo Building 21F, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo	
<b>Established</b>	October 1, 2004	
<b>Capital</b>	¥29.9 billion	
<b>Number of Employees</b>	7,719 (Consolidated)	
<b>Stock Exchange</b>	Tokyo Stock Exchange (Stock Code : 6460)	
<b>Managements</b>	Chairman of the Board and CEO and COO	Hajime Satomi
	Senior Managing Director	Naoya Tsurumi
	Managing Director and CFO	Koichi Fukazawa
	Managing Director	Haruki Satomi
	Director	Hideki Okamura
	Outside Director	Yuji Iwanaga
	Outside Director	Takeshi Natsuno
	Outside Director	Kohei Katsukawa
	Standing Audit & Supervisory Board Member	Tomio Kazashi*
	Standing Audit & Supervisory Board Member	Shigeru Aoki
	Audit & Supervisory Board Member	Yukito Sakaue
	Audit & Supervisory Board Member	Mineo Enomoto*

\*Outside Audit and Supervisory Board Member

## Information on Outstanding Shares

(As of September 30, 2016)

<b>Number of shares authorized for issuance</b>	800,000,000 shares
<b>Total number of shares issued and outstanding</b>	266,229,476 shares
<b>Number of Shareholders</b>	87,413

### ■ Principal Shareholders

Name of Shareholder	Shares Held	Shareholding Ratio (%)
Hajime Satomi	31,869,338	11.97
SEGA SAMMY HOLDINGS INC.	31,837,261	11.95
FSC Co., Ltd.	12,972,840	4.87
HS Company	11,750,000	4.41
Japan Trustee Services Bank, Ltd.(Trust account)	9,653,700	3.62

### ■ Distribution of Shareholders

Financial Institutions	15.11%
Securities Companies	1.34%
Other Companies	12.03%
Foreign Institutions and Individuals	26.63%
Japanese Individuals and Other	32.93%
Treasury Stock	11.96%



<http://www.segasammy.co.jp/>

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- answers etc. of this briefing session are the judgment and forecasts of the
- Company's management based on the currently available information.
- These contents involve risk and uncertainty, and the actual results may differ
- materially from these contents/comments.

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<http://www.sega.jp/> (SEGA Group)

<http://www.sammy.co.jp/> (Sammy)

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